

**CALIFORNIA ARMY NATIONAL GUARD (CAARNG)
ACTIVE DUTY GUARD/RESERVE (AGR)
NATIONWIDE TOUR ANNOUNCEMENT**

- 1. Position Available:** ATF Marketing NCO
- 2. Unit/Location:** Accession Task Force (77706) Para/Line 006/23, Sacramento, CA
- 3. Tour Number:** 116-08
- 4. Opening date of job announcement:** 6 August 2008
- 5. Closing date:** 5 September 2008
- 6. Maximum Grade:** E7/SFC
- 7. Minimum Grade:** E4/SPC/CPL
- 8. Personnel Eligible to Apply:** (X) Male (X) Female () OFF () WO () ENL (X)
 - a. SQI 4 / DMOS 79T preferred, not required.
 - b. Non MOSQ applicants must meet the following minimum qualifications:
 - (1) Physical Profile of 132221.
 - (2) Physical Demands rating: N/A
(NOTE: Duties will require heavy lifting and standing long durations)
 - (3) Minimum score of 110 in aptitude area GT (waiverable with 100 GT and 105 ST score).
 - (4) Meet selection criteria in NGR 601-1, 600-200, 600-5, 600-10, 601-280, and AR 135-18 as applicable.
 - (5) No record of conviction by special or general courts-martial or civilian offenses.
 - (6) Minimum NAC Clearance (**Verification of Security Clearance Memorandum Required**)
 - (7) High school graduate with diploma; or have one year of college with GED.
 - (8) E4s **must be** a PLDC graduate (include copy of DA Form 1059)
- 9. Selecting Supervisor:** Commander, ATF
- 10. Military Status:** Full-Time National Guard (FTNGD) Title 32 Section 502 (f) (AGR)
- 11. Applicants must, as a minimum, submit the following documents and meet all applicable criteria:** (**NOTE: if required item(s) is/are missing from your packet it will be returned to the applicant unrated due to lack of information; NO BINDERS:**)
 - a. NGB Form 34-1 (with signature and date). Ensure both the position announcement number and title are annotated on the top of page one of the application.
 - b. Three-quarter-length photograph in duty uniform made within the previous 12 months ("official" military photograph is not required).
 - c. **Certified copy** of DD 1966, or Recruiter's Worksheet demonstrating qualifying ASVAB/AFCT scores. (*see frequently asked questions on our web page*)

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d. All NCOERs for the past three years. (Supervisors must provide written statement/memo providing explanation as to why soldier's NCOERs are not available. Applicants in the grade of E4 and recently promoted E5s must submit at least one current letter of recommendation in lieu of this requirement. Ensure that this letter is dated within 45 days of the effective date of the vacancy announcement and that it highlights job assignments, duties and capabilities.)

e. **Certified copy** of DA Form 705 (APFT) demonstrating passing APFT within six months for "on-board" AGR soldiers and twelve months for traditional guardsmen. Ensure that height and weight is in compliance and annotated on the DA Form 705. ([see frequently asked questions on our web page](#))

f. Body fat worksheet, if applicable.

g. Current Medpros printout (Available on AKO).
<https://apps.mods.army.mil/MEDPROS/MyMedicalReadiness/default.aspx> (select IMR record).

h. DA Form 4970 cardiovascular screening (over 40 soldiers, if applicable).

i. Copy of enlisted Biographical Sketch.

j. RPAS statement .

k. All DD Forms 214/NGB Forms 22 – copy must include bottom portion which identifies separation (SPD) code.

l. **Drivers License** Record (DMV print out) not older than six months must be submitted with application.

m. **Verification of Security Clearance Memorandum Required**

12. Brief Job Description: Brief Job Description: Marketing NCOs must possess comprehensive experience and knowledge of all phases of the recruiting cycle, providing direct marketing and advertising support in the three tenants of the strength maintenance philosophy: Recruit, Retain, and Attrition Management. Conduct State level market analysis as a basis for the development of marketing strategies utilizing nationally supplied and locally obtained census reports and demographic data. Review national marketing and advertising strategies to develop State and local plans and budgets in accordance with the national plan to generate quality leads. Initiates and monitors contracting procedures with the USP&FO, for procurement, also plans manage and executes the annual marketing and advertising budget. Attend conferences and seminars and provide advertising support to national and State Recruiting and Retention (RR) events as required. Plan, develop, and coordinate the production of state and local brochures, posters, audio and/or visual materials including tailored national items. Maintain liaison with media outlets and, when appropriate, the RRNCO and RRNCOIC. Place paid and unpaid advertising and public awareness materials in media that supports the State's specific requirements. Coordinate and arrange for placement of outdoors and transit advertising. Develop and obtain promotional items for the Recruiting and Retention Command (RRC) in support of the State and national advertising campaign. Advise and train RRC personnel in the development of target advertisements and preparation of news releases publicizing new enlistments, unit events, promotions, and IET completions.

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Coordinate marketing plans and efforts with State and organizational public affairs and command information programs and personnel. Evaluate the effectiveness of State program efforts and materials. Provide feedback and evaluation through a Marketing Advisory Council. Develop recommendations and proposals for new initiatives and submit through the MAC to the ARNG Advertising Branch at NGB-ASM-A. Develop and train an internal MAC within the State. Use ARISS to determine that all priority one leads are being properly worked by the state's RRC and avoid duplicate state channels of distributing leads to RRNCOs. The following skills are preferred but not required: Desktop publishing experience, capable of executing and understanding the basic concepts of graphic design and layout through the intergradations' of several different software packages to include Microsoft Windows XP Professional suite, Adobe CS package, as well as Quark Express. Must have excellent writing and verbal communications skills with the ability to schedule, organize and perform multiple tasks under pressure, while handling concurrent projects and meeting deadlines. Performs additional duties as required.

13. If selected, RRNCOs will be required to successfully complete the Marketing NCO course within 6 months of selection. NON RRNCOs must complete the 79T (RRNCO) course and Marketing NCO course within one year of selection.

14. Applicants who answer YES to questions 8 or 15 of section IV, NGB Form 34-1, or who have not completed Initial Entry Training (IET) are ineligible to apply. Applicants with DD Form 214(s) that have unfavorable remarks, to include: Unsatisfactory Performance, Misconduct, Dropped from the Rolls (DFR), Unsuitability/Unfitness or in lieu of court-martial, pursuant to AR 135-18, AR 135-91 Ch 4, 26; AR 135-178 Ch 8,3 and AR 635-200 Ch 11, are also ineligible to apply.

15. Applicants selected for AGR who meet any one of the following disqualifications will require a HQDA, DCSPER waiver prior to entry:

a. Unable to serve at least three (3) years on AGR status prior to achieving eighteen (18) years active federal status or mandatory removal date.

b. Entitled to military retired pay.

16. Submit application to: OTAG, ATTN: CAJS-HR-AGR, Box 37, 9800 Goethe Road, P.O. Box 269101, Sacramento, CA 95826-9101 (916) 854-3420.

NOTE: If you require a certified copy of DA Form 2-1 and/or RPAS statement, call (916) 854-3420. Complete application (to include all required documents) **must be received in HR-AGR not later than the closing date shown in block #5.** Incomplete applications **will be returned unrated.** Additional copies of this announcement may be obtained from our website at www.calguard.ca.gov/cahr.

17. Selectees (other than on-board AGR soldiers) are required to provide evidence of Chapter 2 or 3 medical examination, taken not more than 24 months prior to the AGR tour start date. If Chapter 2 or 3 physical is more than 6 months old, but less than 24 months, a Periodic Health Assessment (PHA) must be accomplished within 60 days prior to the first day of AGR duty to ensure that Chapter 2 or 3 standards continue to be met. Human Immune Deficiency Virus (HIV) testing for all soldiers will be accomplished within 6 months prior to initial entry.

18. Equal opportunity: The California National Guard is an Equal Opportunity Employer. Selection for this position will be made without regard to race, religion, age, national origin, sex, political affiliation, marital status, or any other non-merit factor.